

MAY 2010 VOLUME VIII ISSUE V



Serving

Bay Ho

Bay Park

Birdland

De Anza

Clairemont

Kearny Mesa

Linda Vista

Mission Valley

Mission Bay Park

Mission Village

Morena

Serra Mesa

Frye pushes for fiscal scrutiny of ballot props

Proposal would require IBA analysis of any measure's costs

Councilmember Frye is leading a push for a tougher new municipal ordinance to ensure fiscal accuracy and transparency as a result of a lawsuit she won in March over what the court agreed was deceptive language that hid the potential costs on an upcoming City ballot proposition.

Frye successfully protected the public right to know by challenging the Mayor's Office's fiscal analysis of Proposition D, the "strong mayor" measure that will be on the June 8 ballot. Frye filed suit in San Diego Superior Court, forcing a settlement that resulted in a change in the proposed ballot analysis that removed the misleading and deceptive language.

Proposition D, which would make permanent the "strong mayor" form of government enacted in 2005 for a trial period, includes a provision to expand the City Council to nine seats from eight. The original ballot language had stated the cost of adding a ninth Council office might be as little as \$0, when in fact it would cost at least \$1 million annually. Frye filed suit to make sure the public would be told the real cost of Prop D.

To ensure that voters will be provided accurate and impartial information in the future, Frye has proposed a Municipal Code revision that would govern how fiscal impact analyses are prepared.

"The public has a right to know what proposed ballot measures will cost when they are considering how to cast their votes. They deserve honest, clear and easy-to-understand language," she said. "These changes will ensure that ballot information is impartial and not written in a deceptive way."

Frye's proposal would amend the Municipal Code to require the City's Independent Budget Analyst (IBA) to prepare a fiscal impact analysis of any proposed ballot measure. Specifically, the Code would require the IBA analysis to "reasonably inform the voters of the proposed measure's fiscal impact and be true, impartial and not argumentative so as to avoid misleading the public with inaccurate information."

The proposal was passed unanimously by the City Council's Rules Committee on April 28 and will be voted on by the full Council within 45 days.

Roaring good fun in Linda Vista

These colorful characters were among the many rousing attractions at the 25th Annual Linda Vista Multicultural Fair and Parade on April 24. See more on Page 3.



Inside This Issue...

Quarry Falls seeks first permits 2	Clairemont Library gets national grant
SD River Days to make big splash 3	Jazz duo honored by Council
Street resurfacing list updated 4	Tecolote Canyon Day is a hit
Special Council meeting on La Jolla seals 4	Advice on signing ballot petitions



Quarry Falls changes name, seeks first building permits

Massive MV project getting under way with 306-unit apartment complex

The developers of Quarry Falls are renaming their huge Mission Valley residential/commercial project as they begin seeking permits for its first buildings – some 300 apartments near Friars and Mission Center roads.

In coming weeks and months, references to Quarry Falls will include and eventually be replaced by the new moniker, "Civita" – a hybrid of Latin words for "community" and "life."

Sudberry Properties officials said their marketing experts recommended the name change, in part because a signature waterfall that had been planned to cascade through the development is being turned instead into dryrock landscaping to conserve water.

"We decided people don't want to live in a quarry," Sudberry president Tom Sudberry told the Mission Valley Planning Group. "And with the water shortage, the falls isn't a good thing."

Scheduled to be built in phases over 20 years, the Quarry Falls/Civita plan calls for 4,780 apartments, condos and single-family homes and 900,000 square feet of retail/commercial development on what for decades has been a 230-acre sand- and gravel-mining quarry north of Friars Road between Mission Center Road and Interstate 805.

Sudberry Properties has submitted design plans to the City for what it's calling its Westside Apartments. Plans call for 306 one- to three-bedroom units in three-story buildings accented by four-story mezzanines on 11 acres in the southwestern section of the project site.

A traffic summary included with the plans predicted the complex would generate an average of 1,836 vehicle-trips per day. In an accompanying letter, Sudberry vice president Marco Sessa described that volume as "way below the quantities allowed in the Quarry Falls specific plan."

The Westside project is being analyzed by the City's Development Services Department under what is categorized as a "process 1" review, meaning it is within the department's discretion and requires no public hearings. Development Services project manager Jeanette Temple said the review would probably take two to four months.

Sessa briefed the Mission Valley Planning Group on the apartment project April 7 after bringing it to the group's Design Advisory Board the previous day.

Additional information is available from Development Services at (619) 446-5000 or from Sudberry Properties at (858) 546-3000 or www.quarryfalls.com.

SeaWorld receives City recycling award

For the 14th time since 1996, District Six aquatic park SeaWorld San Diego has received a "Recycler of the Year" award from the City of San Diego.

City officials presented the park a commemorative plaque in an April 21 ceremony at SeaWorld. Twelve other organizations also were honored for innovative waste reduction and recycling last year. SeaWorld's efforts include food scrap composting and recycling of construction materials, bottles and cans.

Last year the park recycled more than 4.5 million pounds of manure, paper and plastic products, metals, greenery, food scraps, wet-suits, pallets, cooking oil, demolition debris and batteries.





Linda Vista fair & parade celebrate cultural diversity

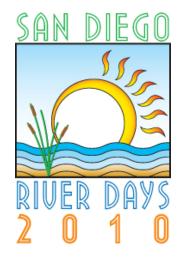
Hundreds of participants revel at 25th annual festival

Colorful dancers, marching bands, classic cars and plenty of rides for the kids combined under cloudless skies to make the 25th annual Linda Vista Multicultural Fair a rousing success last month. Councilmember Frye waved to the throng lining Linda Vista Road for the parade, and then joined state Assemblymember Lori Saldaña in handing out awards to elementary and middle-school winners of the annual art and essay contests.



SD River Days offers waves of fun from mountains to shore

Dozens of river-related events scheduled over two weekends



The San Diego River Park Foundation's annual community-outreach celebration, San Diego River Days 2010, will again span two weekends – May 8-9 and 15-16 – and will include more than three dozen activities led by San Diego River Coalition partners at various sites along the river from Ocean Beach to Julian.

This year's main event will be its culmination, a six-hour "Riverfest" art and music festival on Sunday, May 16 at the Qualcomm Stadium practice field just west of the stadium.

The free festival, 9 a.m. to 3 p.m. Sunday, May 16, will be preceded at 8 a.m. by a 5-kilometer run along the river. Intended to become an annual event, the festival will feature music on five stages, performances by the Fern Street Circus, a rock-climbing wall, art displays, fun activities for children and more than 20 booths for organizations offering information on recreation, environmental programs and volunteer opportunities.

River Days will officially kick off at 8:30 a.m. Saturday, May 8 at the Promenade in Mission Valley, 2185 Station Village Way. The opening event will include a river-trail walk, free snacks and reusable grocery bags.

Other highlights will include:

- Wild and scenic river hike, 9 a.m. May 8.
- Exploring early San Diego history on foot, 9 a.m. May 8.
- Estuary bike ride, 8:30 a.m. May 9.
- Open House at Lakeside's Silverwood Wildlife Sanctuary, 9 a.m. to 4 p.m. May 9.
- Air painting on the riverbank at Mission Trails Regional Park, 8:30 a.m. May 15.
- Guided bird-watching at Point Loma's Famosa Slough, 1 p.m. May 15.

A complete schedule of activities and other information can be obtained by visiting <u>www.sdriverdays.org</u> or by calling the River Park Foundation at (619) 297-7380.





A salute to workers

In an April 13 rally and concert at the downtown Civic Plaza, Councilmembers Tony Young and Donna Frye read a proclamation hailing the fifth anniversary of the City of San Diego's Living Wage Ordinance. More than 200 workers and elected officials took part in the midday event, sponsored by the Center on Policy Initiatives (CPI) and the Interfaith Coalition for Worker Justice.

Oil, other auto waste can be dropped off

Home mechanics who live in San Diego can bring used oil, oil filters, antifreeze and car batteries to a free recycling event this month in District Six.

Recyclable auto waste will be collected 9 a.m. to 1 p.m. Saturday, May 8 at the City Public Utilities building, 5571 Kearny Villa Road. Liquids are limited to 10 gallons; no commercial waste will be accepted.

The collection event is the fourth that the Environmental Services Department has held since February. Additional information is available at (858) 694-7000 or

www.sandiego.gov/environmental-services/ recycling/autoproducts.shtml.

Special meeting scheduled to discuss Children's Pool



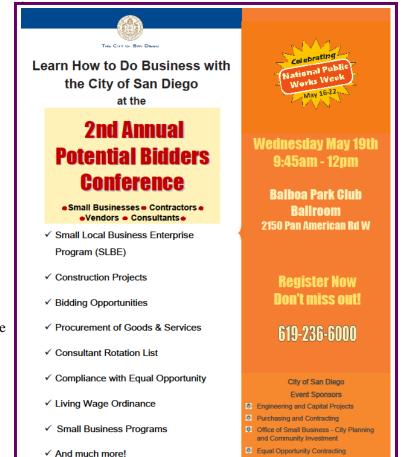
The City Council will hold a special off-site evening meeting May 17 to discuss management options for the La Jolla Children's Pool, where a seal colony occupies the beach. The special meeting will begin at 6 p.m. at the Sherwood Auditorium of La Jolla's Museum of Contemporary Art, 700 Prospect St.

Mayor issues updated list of streets to be resurfaced

The Mayor's staff has updated the list of San Diego streets scheduled for resurfacing in coming months.

The updated list includes dozens of streets in District Six. To see if yours is on it, visit

http://sandiego.gov/mayor/pdf/asphaltoverlay.pdf.





Clairemont Library gets national bookshelf grant

The Clairemont Branch of the San Diego Public Library has been selected by the National Endowment for the Humanities and the American Library Association to receive a *We the People* bookshelf grant.

In keeping with the grant theme of "a more perfect union," the Clairemont branch's *We the People* bookshelf contains the following books:

- **Kindergarten to Grade 3:** "Tico and the Golden Wings" by Leo Lionni; "When Marian Sang: The True Recital of Marian Anderson" by Pam Muñoz Ryan; "A More Perfect Union: The Story of Our Constitution" by Betsy and Giulio Maestro.
- Grades 4-6: "César: ; Sí, Se Puede! / Yes, We Can!" by Carmen T. Bernier-Grand; "Darby" by Jonathon Scott Fuqua; "Eagle Song" by Joseph Bruchac; "The Great Little Madison" by Jean Fritz.
- **Grades 7-8:** "Chains" by Laurie Halse Anderson; "Hitch" by Jeanette Ingold; "Lincoln Shot: A President's Life Remembered" by Barry Denenberg; "Warriors Don't Cry" by Melba Beals.
- Grades 9-12: "American Creation: Triumphs and Tragedies at the Founding of the Republic" by Joseph Ellis; "Carver: A Life in Poems" by Marilyn Nelson; "Killer Angels" by Michael Shaara; "Lincoln in His Own Words" by Milton Melzer; "Twelve Angry Men" by Reginald Rose; "The Souls of Black Folk" by W. E. B. DuBois.
- **Bonus:** "The Civil War: A Film by Ken Burns"; "The Civil War: An Illustrated History" by Geoffre Ward, Ric Burns, Ken Burns; "Declaring Independence: The Origin and Influence of America's Founding Document" edited by Christian Y. Dupont.

The award is part of the national endowment's *We the People* initiative, which supports projects that strengthen the teaching, study, and understanding of American history and culture. The Clairemont Branch Library will celebrate "We the People" month in October with special programs for children and adults.

For more information about *We the People* Bookshelf programs at the library, contact Branch Manager Leslie McNabb at (858) 581-9935, or lmcnabb@sandiego.gov. For more information about the *We the People* Bookshelf project, visit http://publicprograms.ala.org/bookshelf.



Free programs at the library

The Clairemont Library offers lots of useful, free programs. This month's highlights include:

- Employment workshop, 10 a.m. to 2 p.m. Saturday, May 8. Job-seekers can bring a sack lunch and get advice on exploring career options, networking, where to look and how to apply for work, resume preparation, cover letters and professional image.
- Mesa College Guitar Ensemble, 6:30 p.m. Tuesday, May 4.
- After-school art class for children ages 6 to 12,
 4 p.m. Wednesday, May 5. Instruction will be provided by illustrator/author Lisa Davis DeMattei.
- Friends of the Library book sale, 9:30 a.m. to 1 p.m. Saturday, May 22. All ages are welcome to this outdoor sale, proceeds of which benefit the library.

The Clairemont Library, 2920 Burgener Blvd., is open 12:30 to 8 p.m. Tuesdays and Wednesdays, 9:30 a.m. to 5:30 p.m. Thursdays and Fridays, 9:30 a.m. to 2:30 p.m. Saturdays and is closed Sundays and Mondays.

Additional information is available at (858) 581-9935 or www.sandiegolibrary.org.



Sprague, Lettau lauded; jazz greats perform at City Hall



Frye, Council proclaim day for them in recognition

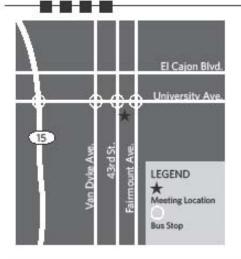


Donna Frye honored a well-known jazz duo with a proclamation that made April 27, 2010 "Peter Sprague and Kevyn Lettau Day" in the City of San Diego. Guitarist Sprague and vocalist Lettau, who have performed throughout the nation and the world in careers spanning 30 years, delighted members of the Council and the audience by performing "Love Music," a composition by Brazilian jazz great Sergio Mendes. Frye noted that Sprague and Lettau first united in the Dance of the Universe Orchestra in 1978 and, after many years of performing separately, reunited in 2008 to produce the CD "What is Enough?" "Through their music, Peter and Kevyn have provided such joy to so many people for so many years," Frye said. "It's a delight to be able to honor them and a great joy to fill this chamber with song."

City of San Diego

AFFORDABLE HOUSING PARKING STUDY PUBLIC WORKSHOP #1





The City of San Diego is examining parking standards for affordable housing development projects. Come share your perspectives on parking supplies, transit ridership, and affordable housing needs. The workshop will be held in City Heights:

May 18, 2010, 6:00 - 8:00 pm

City Heights Urban Village Office and Townhomes 4305 University Avenue Suite 640 (Large Community Room)

San Diego, CA 92105

Visit our website for more information: http://www.sandiego.gov/affordpark/ Opening Remarks by District 3 City Councilmember Todd Gloria











You're invited to the 20th annual

V.I.P. (Very Important Planet) Reception and E.A.R.T.H Awards
A benefit for

San Diego EarthWorks in honor of the 40th Anniversary of Earth Day

£.A.R.T.H. AWARDS

Wednesday, May 12, 2010 6:00рм — 9:00рм

Buffet • Silent Auction • Award Ceremony

The E.A.R.T.H. Awards

Environmental Action and Restoration That Helps)

All too often, people acting on behalf of the environment and our quality of life are unappreciated beyond their small circle of associates. Our E.A.R.T.H. Awards help give these individuals and groups the wider acknowledgment they deserve, and will inspire others to follow their example.

Reserve Now and Save

\$90 per couple • \$50 per person • \$10 for children Blocks of 10 tickets are available for \$450 Tickets will be available at the door.

Save 10% on all tickets purchased by May 4

Purchase tickets with VISA, MasterCard, American Express or Discover by calling (858) 272-7370. Mail checks to: PO Box 9827 / San Diego, CA 92169.







V.I.P. Reception Program

6:00 PM Buffet and Silent Auction 8:00 PM Awards Program

Master of Ceremonies Carolyn Chase San Diego EarthWorks founder and CEO

Pam Slater-Price Sustainability Award presented by County Supervisor Pam Slater-Price

Air Pollution Control District Clean Air Award presented by County Supervisor Pam Slater-Price

San Diego EarthWorks' E.A.R.T.H. Awards presented by San Diego Councilmember Donna Frye

The V.I.P. Reception will be held at the City of San Diego Department of Environmental Services "Green Building," 9601 Ridgehaven Court, San Diego, CA 92123.

> Supervisor Pam Slater-Price & The County of San Diego











Kids, volunteers make Tecolote Canyon Day a big success



About 60 youngsters from Linda Vista elementary schools immersed themselves in the wilds of Tecolote Canyon on April 16, a few months after more than 120 volunteers spent hours hauling hundreds of pounds of trash and recyclables out of the treasured canyon. Councilmember Frye addressed the school kids, reminding them that as they get older it will be their responsibility to tend to our precious urban canyons, to make sure they are clean and well-cared for so all residents may enjoy

them. The Third Annual Canyon Clean-Up and Canyon Classroom events were sponsored by Mesa College, whose campus is adjacent to Tecolote Canyon as it bends through the heart of District Six.



Know what to look for before signing that ballot petition

Secretary of State offers voters practical advice for election season

With 80 initiative proposals circulating throughout California, Secretary of State Debra Bowen reminds voters of their rights and responsibilities when deciding whether to sign petitions.

"Anyone walking into a grocery store knows election season is in full swing," said Bowen, California's chief elections officer. "Voters have many rights when it comes to dealing with petition circulators, and it is important that voters not be bashful in exercising those rights."



Voters may call the Secretary of State's Voter Hotline at (800) 345-VOTE to ask election-related questions, or to report potential election fraud or voter intimidation.

The initiative process allows any citizen to place a measure on a statewide ballot to create or change laws, or amend the state constitution. After the Attorney General writes an official title and summary for a proposed initiative, the Secretary of State provides calendar deadlines to the proponent and to county elections officials. The initiative proponent then has 150 days to circulate petitions for the measure and collect the required number of voter signatures to place the initiative on the ballot.

The deadline to qualify an initiative for the Nov. 2 General Election is June 24. (The deadline to qualify an initiative for the June ballot has already passed.) For details of Initiatives currently in circulation and contact information for the proponents, visit

www.sos.ca.gov/elections/ballot-measures/cleared-for-circulation.htm.

Here are some recommendations from the state Secretary:

- **DO:** Ask a petition circulator if he or she is being paid to collect signatures. The law allows circulators to be paid per signature collected; you have a right to ask about it.
- DON'T: Accept any incentive to sign a petition. It is illegal under state law for a circulator to pay for your signature.
- **DO:** Know your right to change your mind. Any voter who has signed an initiative petition may withdraw the signature by filing a written request with her or his county elections official. The signature withdrawal request must be received before the proponent submits the petition to the county.
- **DON'T:** Sign if you can't see the entire petition. By law, the initiative's official title and summary must be printed across the top of the petition page where you sign. The full text must also be available to you. It is illegal for a petition circulator to obscure the official title and summary from your view.
- **DO:** Equip yourself with the facts. In addition to reading the official title and summary on the petition, you can research any of the initiatives in circulation at www.sos.ca.gov/elections/ballot-measures/cleared-for-circulation.htm.
- **DO:** Be a registered voter. Only registered voters may sign. To check, call your county elections office. Contact information is at www.sos.ca.gov/elections/elections d.htm.





Important Phone Numbers

Abandoned Vehicles	858-495-7856
Animal Regulation	619-236-4250
Beach & Bay Advisory	619-338-2073
Birth and Death Records	619-237-0502
Brush/Weed Abatement	619-533-4444
Building Permits	619-446-5000
Buses/MTS Access	619-233-3004
Canyon Watchers Program	858-292-6484
City Council Docket Info	619-533-4000
City Directory	619-236-5555
Code Violations	619-236-5500
Crime Stoppers	888-580-8477
Curb Maintenance	619-527-7500
Dead Animal Removal	858-694-7000
Dog Licenses	619-767-2675
Fire Stations	619-533-4300
Graffiti	619-525-8522
Hazardous Materials Hotline	858-694-7000
Housing Commission	619-231-9400
Humane Society	619-299-7012
Libraries	
Balboa	858-573-1390
Clairemont	858-581-9935
Linda Vista	858-573-1399
Mission Valley	858-573-5000
North Clairemont	858-581-9931
Serra Mesa	858-573-1396
Noise Regulation	619-236-5500
Office of Small Business	619-685-1390
Park and Recreation	619-525-8219
Parking Citations	619-236-7145
Police: Non-Emergency	619-531-2000
Pot Hole Hotline	619-527-7500
Recreation Centers	
Kearny Mesa	858-573-1387
Linda Vista	858-573-1392
North Clairemont	858-581-9926
Serra Mesa	858-573-1408
South Clairemont	858-581-9924
Tecolote	858-581-9933
Recycling Hotline	858-694-7000
Senior Citizens Services	619-236-6905
Serra Mesa Community Connection	858-565-2473
Sewer Repair/Spills	619-515-3525
Sidewalk Maintenance	619-527-7500
Social Services Information	211
Stormwater Pollution Hotline	619-235-1000
Street Lights	619-527-7500
Street Sweeping	619-527-7500
Traffic Control	619-533-3126
Tree Maintenance	619-527-7500
Waste Reduction & Disposal	858-492-5010
Water Emergency	619-515-3525
Water Utilities	619-515-3500
Zoning Regulation Information	619-236-5555
-	

District Six Community Meetings

Clairemont Town Council, http://www.clairemontonline.com/

Place: Clairemont High School Cafeteria

4150 Ute Drive

When: 1st Thursday/Month

Time: 7 p.m.

Clairemont Mesa Planning Committee

Place: LiveWell San Diego (formerly Clairemont

Senior Friendship Center) 4425 Bannock Ave.

When: 3rd Tuesday/Month

Time: 6:30 p.m.

Kearny Mesa Planning Group

Place: Serra Mesa-Kearny Mesa Library

9005 Aero Drive

When: 3rd Wednesday/Month

Time: Noon

Linda Vista Town Council

Place: Baha'i Center 6545 Alcala Knolls Drive When: 3rd Thursday/Month

Time: 6:30 p.m.

Linda Vista Planning Group

Place: Linda Recreation Center

7064 Levant Street When: 4rth Monday/Month

Time: 5:30 p.m.

Mission Bay Park Committee

Place: Rotating Venue When: 1st Tuesday/Month

Time: 6 p.m.

Mission Valley Community Council

Place: Mission Valley Library 2123 Fenton Parkway

When: 3rd Tuesday/Odd Months (May only, 3rd Wednesday)

Time: 6:30 p.m.

Mission Valley Planning Group

Place: Mission Valley Library 2123 Fenton Parkway

When: 1st Wednesday/Month

Time: Noon

Serra Mesa Community Council, www.serramesa.org

Place: Serra Mesa-Kearny Mesa Library

9005 Aero Drive

When: 4th Wednesday/Month

Time: 6:30 p.m.

Serra Mesa Planning Group

Place: Serra Mesa-Kearny Mesa Library

9005 Aero Drive

When: 3rd Thursday/Month

Time: 7 p.m.



Councilmember Donna Frye City Administration Building 202 C Street, MS 10A San Diego, CA 92101

FRYE LIGHTS: CELEBRATING THE DISTRICT SIX SPIRIT



The District Six Staff:

Steven Hadley, Chief of Staff shadley@sandiego.gov

Lee Chiles Mayes, Executive Assistant/Scheduler lchilesmayes@sandiego.gov

Kevin Smith, Senior Policy Advisor kssmith@sandiego.gov

Mary Ann Kempczenski, NR&C Committee Consultant/ East Clairemont Council Representative mkempczenski@sandiego.gov

Keith Corry, West Clairemont Council Representative kcorry@sandiego.gov

Kristin Camper, Kearny Mesa, Serra Mesa Council Representative kcamper@sandiego.gov

Mark Sauer, Linda Vista Council Representative msauer@sandiego.gov

Chet Barfield, Mission Valley Council Representative cbarfield@sandiego.gov

Register to receive updates & event information from Councilmember Frye by signing up in the "Frye Lights" box at www.sandiego.gov/cd6!

To Contact Councilmember Frye:

Phone: (619) 236-6616

Fax: (619) 236-7329

Address:

202 "C" Street, M.S. 10A

San Diego, CA 92101

E-Mail:

DonnaFrye@sandiego.gov

Web Site:

www.sandiego.gov/cd6